

In the claims:

1. (Currently amended) A method for managing subscriber vehicle data in a vehicle data management system, comprising:

~~receiving vehicle data;~~

~~storing the vehicle data;~~

defining a status based hierarchy by associating specific vehicle data access privileges with individual client statuses, the individual client statuses being selected from the group consisting of subscription service customer, campaign manager, engineer, data analyst, call center advisor, portal administrator, and fleet manager;

~~associating at least one client class with at least one corresponding targeted data format;~~

receiving a client data request from a client;

determining a client identity based on the client data request, the client identity including a position of the client in the status based hierarchy and a class of a requesting device of the client, wherein the requesting device class is selected from the group consisting of personal computers, personal digital assistants, cell phones, and vehicle telematics units; and

providing targeted data to the client responsive to the data request, wherein [[the]]a format of the targeted data [[format]] is based on the ~~determination of~~ identified client's requesting device class and position in the status based hierarchy the identified client requesting the client data.

2 - 3. (Cancelled)

4. (Currently amended) The method of claim [[3]] 1 wherein the targeted data~~data format template~~ is configured to be retrievable through a web hosting portal ~~component configuration~~.

5. (Currently amended) The method of claim [[3]] 4 wherein the targeted data~~data format template~~ is configured to be retrievable through a voice-enabled web hosting portal ~~[[configuration]]~~.

6. (Currently amended) The method of claim 1 wherein determining ~~[[a]]~~the client identity comprises:

parsing the client data request for client identity data~~[[; and]]~~
~~determining the hierarchical role of the client.~~

7. (Cancelled)

8. (Currently amended) The method of claim 1 wherein providing the targeted data comprises:

instantiating a communication portlet that is associated with the determined
~~[[client]]~~requesting device class, client identity and ~~[[role]]~~client status;
retrieving vehicle data based on the communication portlet; and
populating the communication portlet with the retrieved vehicle data.

9. (Cancelled)

10. (Currently amended) The method of claim ~~[[9]]~~ 1 wherein the targeted data includes advertisements that are selected based on the requesting device class, ~~[[role]]~~ status and identity of the client.

11. (Currently amended) The method of claim ~~[[9]]~~ 1 wherein the targeted data includes analytical data that are selected based on the client request.

12. (Currently amended) The method of claim ~~[[1]]~~8 wherein retrieving vehicle data is accomplished by further comprising: requesting the vehicle data from a vehicle communications unit of a vehicle that is identified by the client data request.

13. (Currently amended) The method of claim [[1]]8 wherein vehicle data is selected from the group consisting of subscription service data, vehicle operating data, vehicle maintenance data, and vehicle lease data.

14. (Currently amended) A computer readable medium storing a computer program, comprising:

~~computer readable code for storing received vehicle data;~~

computer readable code for defining a status based hierarchy by associating specific vehicle data access privileges with individual client statuses, the individual client statuses being selected from the group consisting of subscription service customer, campaign manager, engineer, data analyst, call center advisor, portal administrator, and fleet manager;

~~computer readable code for associating at least one client type with at least one corresponding targeted data format;~~

computer readable code for determining a client type based on a client data request received from the client, the client type including a position of the client in the status based hierarchy and a class of a requesting device of the client, wherein the requesting device class is selected from the group consisting of personal computers, personal digital assistants, cell phones, and vehicle telematics units; and

computer readable code for providing targeted data to the client responsive to the data request, wherein [[the]]a format of the targeted data [[format]] is based on the determination of the client type requesting the client data identified client's requesting device class and position in the status based hierarchy.

15. (Cancelled)

16. (Currently amended) The computer readable medium of claim 14 wherein computer readable code for determining [[a]]the client type comprises:

computer readable code for parsing the client data request for client identity data[; and]]

~~computer readable code for determining the hierarchical role of the client.~~

17. (Currently amended) The computer readable code of claim 14 wherein computer readable code for providing targeted data comprises:

computer readable code for instantiating a communication portlet that is associated with the determined client requesting device class, client identity and client status[[role]];

computer readable code for retrieving vehicle data based on the communication portlet;
and

computer readable code for populating the communication portlet with the retrieved vehicle data.

18. (Currently amended) The computer readable medium of claim ~~[[14]]~~17 wherein the computer readable code for retrieving vehicle data includes further comprising computer readable code for retrieving vehicle data from a VCU of a vehicle that is identified by the client data request.

19. (Cancelled)

20. (Currently amended) A vehicle data management system, comprising:

~~means for receiving vehicle data;~~

~~means for storing the vehicle data;~~

means for defining a status based hierarchy based on associating specific vehicle data access privileges with individual client statuses, the individual client statuses being selected from the group consisting of subscription service customer, campaign manager, engineer, call center advisor, portal administrator, data analyst, and fleet manager;

~~means for associating at least one client class with at least one corresponding targeted data format;~~

means for receiving a client data request from a client;

means for ~~[[determing]]~~ determining a client identity based on the client data request, the client identity including a position of the client in the status based hierarchy and a class of a

requesting device of the client, wherein the requesting device class is selected from the group consisting of personal computers, personal digital assistants, cell phones, and vehicle telematics units; and

means for providing targeted data to the client responsive to the data request, wherein [[the]]a format of the targeted data [[format]] is based on the determination of identified client's requesting device class and position in the status based hierarchy ~~the identified client requesting the client data.~~